

Community-Based Social Marketing (CBSM)
~~Public~~ Education and Outreach Requirements

A. Public Education and Outreach Program

A.1 Compliance Participation Options

Within the first year of the effective date of the permit, All Permittees shall comply with the requirements in this Section by participating in one or more of the following:

- (i) Contributing to a countywide storm water program, as determined appropriate by the Permittee members, so that the countywide storm water program conducts education and outreach on behalf of its members; or
- (ii) Contributing to a regional education and outreach collaborative effort (a regional outreach and education collaborative effort occurs when all or a majority of the Permittees collaborate to conduct regional outreach and education. Regional education and outreach collaboration includes Permittees defining a uniform and consistent message, deciding how best to communicate the message, and how to facilitate behavioral changes. Then collaboratively apply what is learned through local jurisdiction groups, pooling resources and skills.); or
- (iii) Fulfilling education and outreach requirements within their jurisdictional boundaries on their own; or
- (iv) A combination of the previous options, so that all requirements are fulfilled.

Reporting – By the first year online Annual Report, the Permittee shall identify which compliance participation option it will use to comply with the public education and outreach requirements in this Section. For each public education and outreach requirement in this Section that the Permittee will comply with through contribution to a countywide storm water program or regional education and outreach collaborative effort, the Permittee shall include in the first year online Annual Report documentation, such as a written agreement, letter or similar document, which confirms the collaboration with other MS4s.

A.2. Public Education and Outreach

A.2.a. Public Education and Outreach

- (i) **Task Description** – Within the second year of the effective date of the permit, the Permittee shall develop and implement a comprehensive storm water public education and outreach program. The public education and outreach program shall be designed to reduce pollutant discharges in storm water runoff and non-storm water discharges to the MS4 through behavior changes in target communities. The Public Education and Outreach Program shall (1) measurably increase the knowledge of targeted communities regarding the municipal storm drain system, impacts of urban runoff and non-storm water discharges on receiving waters, and potential BMP solutions for the target audiences and (2) measurably change the behavior of target audiences, thereby reducing pollutant releases to the MS4 and the environment.
- (ii) **Implementation Level** –The Permittee shall, at a minimum:
 - (a) Develop and implement a public education strategy that establishes education tasks based on water quality problems, target audiences, and anticipated task effectiveness. The strategy must include identification of who is responsible for implementing specific tasks, a schedule for task implementation, and a budget for implementing the tasks. The strategy must demonstrate how specific high priority storm water quality issues in the community or local pollutants of concern are addressed. The Permittee shall use CBSM¹ strategies or equivalent.
 - (b) Implement surveys at least twice during the five year permit term to gauge the level of awareness and behavior change in target audiences and effectiveness of education tasks.
 - (c) Use of CBSM strategies or equivalent. The Public Education strategy shall at a minimum include the following Permittee actions:

¹ CBSM: A systematic way to change the behavior of communities to reduce their impact on the environment. Realizing that simply providing information is usually not sufficient to initiate behavior change, CBSM uses tools and findings from social psychology to discover the perceived barriers to behavior change and ways of overcoming these barriers.

- (1) Research on barriers to desired behaviors and benefits of desired behaviors (ex. Literature review, observation, focus groups).
 - (2) Elicit commitment to implement desired behavior from target audience.
 - (3) Provide prompts reminding target audience of desired behavior.
 - (4) Use the concept of social norms/modeling of desired behavior.
 - (5) Use education messages that are specific, easy to remember, from a credible source, and appropriate for the target audience.
 - (6) Create incentives for the desired behavior.
 - (7) Remove barriers to the desired behavior.
- (d) Development and conveyance of a specific storm water message that focuses on the following:
- (1) Local pollutants of concern
 - (2) Target audience
 - (3) Behavior of concern
 - (4) Regional water quality issues
- (e) Development and dissemination of appropriate educational materials to target audiences and translate into multiple-applicable languages when appropriate (e.g. the materials can utilize various media such as printed materials, billboard and mass transit advertisements, signage at select locations, stenciling at storm drain inlets, radio advertisements, television advertisements, and websites);
- (f) Utilization of public input (e.g., the opportunity for public comment, or public meetings) in the development of the program;
- (g) Distribution of the educational materials, using whichever methods and procedures determined appropriate during development of the public education strategy, in such a way that is designed to convey the program's message to 20% of the target audience each year;
- (h) Coordination with outreach programs for the Water Efficient Landscape Ordinance to explain the benefits of storm water-friendly landscaping;

- (i) Technical and financial assistance and implementation guidance related to storm water-friendly landscaping;
 - (j) Development and conveyance of messages specific to reducing illicit discharges with information about how the public can report incidents to the appropriate authorities;
 - (k) Development and conveyance of messages specific to proper application of pesticides, herbicides, and fertilizers;
 - (l) Storm water education for school-age children. The Permittee may use California's Education and Environment Initiative Curriculum or equivalent.
 - (m) Reducing discharges from charity car washes, mobile cleaning and pressure washing operations, and landscape irrigation.
- (iii) **Reporting** – By the second year online Annual Report and annually thereafter, report on the public education strategy and general program development and progress. By the fifth year online Annual Report, summarize changes in public awareness and behavior resulting from the implementation of the program and any modifications to the public outreach and education program. Report on the public education and CBSM strategies such as pilot programs, survey results, research on barriers to desired behaviors and benefits of desired behaviors, commitments from target audience to implement desired behavior, prompts, implementation of the social norms/modeling, education messages, incentives for desired behaviors, methods for removing barriers to behavior change, development of education materials, methods for educational material distribution, public input, Water Efficient Landscape Ordinance, technical and financial assistance for storm water friendly landscaping, reporting of illicit discharges, proper application of pesticides, herbicides, and fertilizers, elementary school education, reduction of discharges from charity car washes, mobile cleaning and pressure washing operations, and landscape irrigation efforts. Annually report number of trainings, describe the technical and financial program and implementation, and the study and results to date. For each whole five years of the permit life, submit the online Annual Report summarizing the changes in public awareness and behavior.

A.2.b. Construction Education and Outreach Program

- (i) **Task Description** – Within the second year of the effective date of the permit, the Permittee shall develop and implement a construction outreach and education program for construction sites smaller than one acre. The construction outreach and education program shall be designed to reduce pollutant discharges in storm water runoff and non-storm water discharges to the MS4 through behavior changes in target communities. The multi-media program shall (1) measurably increase the knowledge of the construction community regarding the municipal storm drain system, impacts of urban runoff and non-storm water discharges on receiving waters, and potential BMP solutions for the target audiences and (2) measurably change the behavior of the construction community, thereby reducing pollutant releases to the MS4 and the environment.
- (ii) **Implementation Level** –The program shall include, at a minimum:
 - (a) Development of a watershed-based inventory of the high priority residential and commercial construction sites within the Permittee's jurisdiction.
 - (b) Development and implementation of a construction outreach and education strategy that establishes measurable goals and prioritizes education tasks based on water quality problems, target audiences, and anticipated task effectiveness. The strategy must include identification of who is responsible for implementing specific tasks and attaining measurable goals, a schedule for task implementation, and a budget for implementing the tasks and meeting the measurable goals. The strategy must include measurable goals designed to demonstrate how specific high priority storm water quality issues in the community or local pollutants of concern are addressed. Establish who is responsible for specific tasks and goals and a budget for meeting the tasks and goals.
 - (c) Implementation of CBSM to address the MS4's highest priority water quality problems. For each high priority water quality problem, implementation of CBSM shall first be conducted on a pilot project level. CBSM techniques found to be effective at the pilot project level shall be implemented jurisdiction-wide by permit year four. Pilot project and jurisdiction level CBSM shall include the following Permittee actions:

- (1) Research on barriers to desired behaviors and benefits of desired behaviors (ex. Literature review, observation, focus groups).
 - (2) Elicit commitment to implement desired behavior from construction community.
 - (3) Provide prompts reminding construction community of desired behavior.
 - (4) Use the concept of social norms/modeling of desired behavior.
 - (5) Use education messages that are specific, easy to remember, from a credible source, and appropriate for the target audience.
 - (6) Create incentives for the desired behavior.
 - (7) Remove barriers to the desired behavior.
- (ii) **Reporting** – By the second year online Annual Report and annually thereafter, report program progress and mechanisms used for outreach and education including measureable increases in the knowledge of the construction community and measurable changes in the construction community's behavior. This includes a watershed-based inventory of high priority residential and commercial construction sites, outreach and education strategy and implementation, implementation of CBSM, pilot project, research on barriers to desired behaviors and benefits of desired behaviors, commitments from target audience to implement desired behavior, prompts, implementation of the social norms/modeling, education messages, incentives for desired behaviors, methods for removing barriers to behavior change.

A.3. STAFF AND SITE OPERATOR TRAINING AND EDUCATION

A.3.a. Illicit Discharge Detection and Elimination Training

- (i) **Task Description** – Within the third year of the effective date of the permit, the Permittee shall develop and implement a training program for all Permittee staff who, as part of their normal job responsibilities, may be notified of, come into contact with, or otherwise observe an illicit discharge or ~~illicit~~ illegal connection to the storm drain system.
- (ii) **Implementation Level** – The training program shall include at a minimum:
- (a) Identification of an illicit discharge or illegal connection.

- (b) Proper procedures for reporting and responding to the illicit discharge or illegal connection.
 - (c) Follow-up training shall be provided as needed to address changes in procedures, techniques, or staffing.
 - (d) The Permittee shall annually perform an assessment of their trained staff's knowledge of illicit discharge response and shall provide refresher training as needed.
 - (e) New staff that, as part of their normal job responsibilities may be notified of, come into contact with, or otherwise observe an illicit discharge or ~~illicit~~ illegal connection shall be trained no later than six months after the start of employment.
 - (f) Contact information, including the procedure for reporting an illicit discharge, shall be included in each of the Permittee's fleet vehicles that are used by field staff.
 - (g) The Permittee shall conduct focused education in identified illicit discharge flow areas based on identified illicit discharge(s).
- (iii) **Reporting** - The Permittee shall document and maintain records of the training provided and the staff trained annually in the online Annual Report.

A.3.b. Construction Outreach and Education

1. Permittee Staff Training

- (i) **Task Description** – Within the second year of the effective date of the permit, ~~the~~ the Permittee shall ensure that all staff implementing the construction storm water program are adequately trained.
- (ii) **Implementation Level** – The Permittee may conduct in-house training or contract with consultants. Training shall be provided to the following staff positions of the MS4:
 - (a) Plan Reviewers and Permitting Staff - Ensure staff and consultants are qualified individuals, knowledgeable in the technical review of local erosion and sediment control plans, and are certified pursuant to a State Water Board sponsored program as a Qualified SWPPP Developer (QSD), or a designated person on staff possesses the QSD credential.

- (b) Erosion Sediment Control/Storm Water Inspectors - The Permittee shall ensure inspectors are qualified individuals, knowledgeable in inspection procedures, and are certified pursuant to a State Water Board sponsored program as either (1) a Qualified SWPPP Developer (QSD) ~~or (2) a Qualified SWPPP Practitioner (QSP)~~ or (3) a designated person on staff with possesses each credential (QSD to supervise plan review, QSP to supervise inspection operations).
 - (c) Third-Party Plan Reviewers, Permitting Staff, and Inspectors - If the Permittee utilizes outside parties to conduct inspections and/or review plans, the Permittee shall ensure these staff are trained.
- (iii) **Reporting** – By the second year of the permit term and annually thereafter, submit the following information:
- (a) Training topics covered.
 - (b) Dates of training.
 - (c) Number and percentage of Permittee's staff, as identified in Sections a-c above, attending each training.
 - (d) Results of any surveys conducted to demonstrate the awareness and potential behavioral changes in the attendees.

2. Construction Site Operator Education

- (i) **Task Description** – Within the third year of the effective date of the permit, t~~t~~The Permittee shall develop and distribute educational materials to construction site operators.
- (ii) **Implementation Level** – The Permittee shall do the following:
 - (a) Each year, provide information on training opportunities for construction operators on BMP selection, installation, implementation, and maintenance as well as overall program compliance.
 - (b) Develop or utilize existing outreach tools (i.e. brochures, posters, etc.) aimed at educating construction operators on appropriate selection, installation, implementation, and maintenance of storm water BMPs, as well as overall program compliance.
 - (c) Distribute appropriate outreach materials to all construction operators who will be disturbing land within

the MS4 boundary. The Permittee's contact information and website shall be included in these materials.

- (d) Update the existing storm water website to include information on appropriate selection, installation, implementation, and maintenance of BMPs.

- (iii) **Reporting** – By the third year online Annual Report and annually thereafter, include the following information:
 - (a) Training topics covered;
 - (b) Dates of training;
 - (c) Number and percentage of Permittee's operators, inspectors, and number of Contractors attending each training;
 - (d) Results of any surveys conducted to demonstrate the awareness and potential behavioral changes in the attendees.

A.3.c. Pollution Prevention and Good Housekeeping Staff Training

The Permittee shall train employees on how to incorporate pollution prevention/good housekeeping techniques into Permittee operations.

- (i) **Task Description** – Within the second year of the effective date of the permit, the Permittee shall develop a bi-annual employee training program for appropriate employees involved in implementing pollution prevention and good housekeeping practices in the Pollution Prevention/Good Housekeeping for Permittee Operations sections of this General Permit. The Permittee shall determine the need for interim training during alternate years when training is not conducted, through an evaluation of employee Pollution Prevention/Good Housekeeping knowledge. All new hires whose jobs include implementation of pollution prevention and good housekeeping practices must receive this training within the first year of their hire date.
- (ii) **Implementation Level** – The training program shall include the following:
 - (a) Bi-annual training for all employees implementing this program element. This bi-annual training shall include a general storm water education component, any new technologies, operations, or responsibilities that arise during the year, and the permit requirements that apply to

the staff being trained. Employees shall receive clear guidance on appropriate storm water BMPs to use at municipal facilities and during typical O&M activities.

- (b) A bi-annual assessment, occurring on alternate years between training, of trained staff's knowledge of pollution prevention and good housekeeping and shall revise the training as needed.
 - (c) A requirement that any contractors hired by the Permittee to perform O&M activities shall be contractually required to comply with all of the storm water BMPs, good housekeeping practices, and standard operating procedures described above.
 - (d) The Permittee shall provide oversight of contractor activities to ensure that contractors are using appropriate BMPs, good housekeeping practices and following standard operating procedures.
- (iii) **Reporting** – By the second year online Annual Report and annually thereafter, summarize oversight procedures and identify and track all personnel requiring training and assessment and records.